
WISN-TV
(Milwaukee, WI)

**ELECTRONIC
POLITICAL AND ISSUE ADVERTISING
PUBLIC INSPECTION FILE CHECKLIST**

This checklist must be completed for each federal, state, and local political ad or federal or state issue ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candidate/Issue

NATIONAL REPUBLICAN SENATE COMMITTEE

Flight Dates (if one folder is used per candidate, a separate checklist must be completed for each flight)

10/24/12 - 10/30/12

Initials

- | | | | |
|----|---|-----------------------|-----------|
| 1. | <u>Executed</u> Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17) | Date: <u>1/8/13</u> | <u>ea</u> |
| 2. | Original contract showing requested time (when available) | Date: <u>10/23/12</u> | <u>ea</u> |
| 3. | Updated contracts as order changes. | Date: _____ | _____ |
| 4. | Invoice of schedule as actually broadcast, including amount of rebates given (exact date, time, class of time and amount for each rebate), if any | Date: <u>1/8/13</u> | <u>ea</u> |

Checklist Completed:

By: ea

Date: 1/8/13

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <i>WISN MILWAUKEE</i>	Date:
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I, _____
do hereby request station time concerning the following issue:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<i>Client did not provide</i>					

Total Charges:

This broadcast time will be used by: _____

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☐ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

ORDER

Orders
Order / Rev: 966603
Alt Order #: 06391573
Product Desc: NRSC *ADD*
Estimate:
Flight Dates: 10/24/12 - 10/30/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

WISN TV

Primary AE: Will Hildebrandt
Sales Office: H -DC
Sales Region: NAT

Agency Name: Strategic Media - DC
Buying Contact:
Billing Contact:
 3299 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRSC National Republican Senate Co
Demographic: A35+
Product Codes: PLI Party Senate
Priority: P-6
Revenue Codes: POL, GENL, PLTCS

New Business Thru:
Order Separation: 00:20:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	16	\$48,450.00	\$41,182.50
10/29/12	10/30/12	9	\$30,400.00	\$25,840.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$48,450.00	\$41,182.50	0.00
November 2012	9	\$30,400.00	\$25,840.00	0.00
Totals	25	\$78,850.00	\$67,022.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Will Hildebrandt			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WISN TV	23%	\$78,850.00
Market	100%	\$342,826.09

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKNO	1%	\$3,428.26
WCGV	0%	\$0.00
WDJT	32%	\$109,704.35
WITI	28%	\$95,991.30
WMLW	0%	\$0.00
WTMJ	15%	\$51,423.91
WVTV	1%	\$3,428.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WISN	10/25/12	10/25/12	News 5-6a M-F	CM	5-6A	---1---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
				News M-F 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1				\$1,500.00		0.00			
E 2	WISN	10/29/12	10/29/12	News 5-6a M-F	CM	5-6A	1-----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
				News M-F 5a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1				\$1,500.00		0.00			
E 3	WISN	10/25/12	10/25/12		CM	7-9a	---1---	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00

Order / Rev: 966603
 Alt Order #: 06391573
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRSC National Republican Senate Com
 Product Desc: NRSC *ADD*
 Estimate: WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GMA M-F Good Morning America														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---1---				1	\$5,000.00		0.00			
E 4	WISN	10/30/12	10/30/12	GMA M-F Good Morning America	CM	7-9a	-1-----	:30	1	\$5,000.00	P-6	0.00	NM	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$5,000.00		0.00			
E 5	WISN	10/24/12	10/26/12	GENERAL HOSPITAL General Hospital	CM	1-2p	--WTF--	:30	3	\$1,200.00	P-6	0.00	NM	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$1,200.00		0.00			
E 6	WISN	10/29/12	10/30/12	GENERAL HOSPITAL General Hospital	CM	1-2p	MT-----	:30	2	\$1,200.00	P-6	0.00	NM	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$1,200.00		0.00			
E 7	WISN	10/24/12	10/26/12	KATIE DAY KATIE COURIC	CM	M-F 2-3P	--WTF--	:30	3	\$500.00	P-6	0.00	NM	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--WTF--				3	\$500.00		0.00			
E 8	WISN	10/29/12	10/30/12	KATIE DAY KATIE COURIC	CM	M-F 2-3P	MT-----	:30	2	\$500.00	P-6	0.00	NM	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----				2	\$500.00		0.00			
E 9	WISN	10/26/12	10/26/12	NIGHTLINE Nightline	CM	11p-1130p / 12-1230a	----1--	:30	1	\$2,000.00	P-6	0.00	NM	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$2,000.00		0.00			
E 10	WISN	10/29/12	10/29/12	NIGHTLINE Nightline	CM	11p-1130p / 12-1230a	1-----	:30	1	\$2,000.00	P-6	0.00	NM	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$2,000.00		0.00			
E 11	WISN	10/29/12	10/29/12	Mon ABC Prime C Castle	CM	Mon 9-10p	1-----	:30	1	\$10,000.00	P-6	0.00	NM	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----				1	\$10,000.00		0.00			
E 12	WISN	10/30/12	10/30/12	Tues ABC Prime A DanceResults	CM	Tue 7-8p	-1-----	:30	1	\$8,500.00	P-6	0.00	NM	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$8,500.00		0.00			
E 13	WISN	10/26/12	10/26/12	POLITICAL DEBATE - LCM COMMITMENT 2012	CM	8-9P	----1--	:30	1	\$4,000.00	P-6	0.00	NM	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----1--				1	\$4,000.00		0.00			
E 14	WISN	10/27/12	10/27/12	Sa 5-6a Sa 458-6a	CM	456-6AM	-----1-	:30	1	\$500.00	P-6	0.00	NM	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$500.00		0.00			
E 15	WISN	10/28/12	10/28/12	Sun GMA Sun GMA	CM	6-7a	-----1	:30	1	\$850.00	P-6	0.00	NM	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$850.00		0.00			
E 16	WISN	10/27/12	10/27/12	News Sat 7-9a News Sat 7-9a	CM	7-9am	-----1-	:30	1	\$1,000.00	P-6	0.00	NM	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-				1	\$1,000.00		0.00			
E 17	WISN	10/28/12	10/28/12	CHRIS MATTHEWS WK Chris Matthews	CM	1030-11a	-----1	:30	1	\$500.00	P-6	0.00	NM	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1				1	\$500.00		0.00			

Order / Rev: 966603
 Alt Order #: 06391573
 Flight Dates: 10/24/12 - 10/30/12

Advertiser: NRSC National Republican Senate Com
 Product Desc: NRSC *ADD*
 Estimate:

WISN TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WISN	10/28/12	10/28/12	CHRIS MATTHEWS WKCM Chris Matthews		1030-11a -----1	:30	1	\$500.00	P-6	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1		1		\$500.00		0.00				
E 18	WISN	10/27/12	10/27/12	ABC PRIME COLLEGE FM ABC Prime College Footbal		7-1030p -----1-	:30	1	\$3,000.00	P-6	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-		1		\$3,000.00		0.00				
E 19	WISN	10/27/12	10/27/12	ABC WEEKEND DAY GMM College Football Game #2		230p-6p -----1-	:30	1	\$25,000.00	P-6	0.00	NM	1	\$25,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-----1-		1		\$25,000.00		0.00				
												Totals	25	\$78,850.00

DUPLICATE INVOICE



www.wisn.com

WISN TV
759 N. 19th Street
Milwaukee, WI 53233
Main: (414)342-8812
Billing: (781)433-4283

Billing Address:

Strategic Media - DC
Attention: Accounts Payable
3299 K St NW
Suite 200
Washington, DC 20007

Send Payment To:

WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
966603-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washington	National

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC *ADD*	

Flight Dates	Order #	Alt Order #
10/24/12 - 10/30/12	966603	06391573

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912521		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/25/12	10/25/12	News M-F 5a	5-6A	---1---	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Th 10/25/12 5:54 AM News M-F 5a 5-6A :30 NRSCWI0412TVH \$1,500.00 NM									
3	10/25/12	10/25/12	Good Morning America	7-9a	---1---	:30	1	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ---1--- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Th 10/25/12 7:59 AM Good Morning America 7-9a :30 NRSCWI0412TVH \$5,000.00 NM									
5	10/24/12	10/26/12	General Hospital	1-2p	--WTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --WTF-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WISN W 10/24/12 1:26 PM General Hospital 1-2p :30 NRSCWI0412TVH \$1,200.00 NM 3 WISN Th 10/25/12 1:26 PM General Hospital 1-2p :30 NRSCWI0412TVH \$1,200.00 NM 1 WISN F 10/26/12 1:24 PM General Hospital 1-2p :30 NRSCWI0412TVH \$1,200.00 NM									
7	10/24/12	10/26/12	KATIE COURIC	M-F 2-3P	--WTF--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --WTF-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN W 10/24/12 2:27 PM KATIE COURIC M-F 2-3P :30 NRSCWI0412TVH \$500.00 NM 2 WISN Th 10/25/12 2:29 PM KATIE COURIC M-F 2-3P :30 NRSCWI0412TVH \$500.00 NM 3 WISN F 10/26/12 2:27 PM KATIE COURIC M-F 2-3P :30 NRSCWI0412TVH \$500.00 NM									
9	10/26/12	10/26/12	Nightline	11p-1130p / 12-123	----1--	:30	1	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----1-- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN F 10/26/12 11:12 PM Nightline 11p-1130p / 12-123 :30 NRSCWI0412TVH \$2,000.00 NM									
13	10/26/12	10/26/12	COMMITMENT 2012	8-9P	----1--	:30	1	\$4,000.00	NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
We warrant that the actual broadcast information shown on this invoice was taken from the program log.

DUPLICATE INVOICE



www.wisn.com

Send Payment To:

WISN TV
PO Box 26879
Lehigh Valley, PA 18002-6879

Invoice #	Invoice Date	Invoice Month	Invoice Period
966603-1	10/28/12	October 2012	10/01/12 - 10/28/12

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC *ADD*	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN F 10/26/12 8:59 PM COMMITMENT 2012 8-9P :30 NRSCWI0412TVH \$4,000.00 NM									
14	10/27/12	10/27/12	Sa 458-6a	458-6AM	-----1-	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 5:41 AM Sa 458-6a 458-6AM :30 NRSCWI0412TVH \$500.00 NM									
15	10/28/12	10/28/12	Sun GMA	6-7a	-----1	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 6:42 AM Sun GMA 6-7a :30 NRSCWI0412TVH \$850.00 NM									
16	10/27/12	10/27/12	News Sat 7-9a	7-9am	-----1-	:30	1	\$1,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 8:27 AM News Sat 7-9a 7-9am :30 NRSCWI0412TVH \$1,000.00 NM									
17	10/28/12	10/28/12	Chris Matthews	1030-11a	-----1	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Su 10/28/12 10:51 AM Chris Matthews 1030-11a :30 NRSCWI0412TVH \$500.00 NM									
18	10/27/12	10/27/12	ABC Prime College Footb	7-1030p	-----1-	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 6:59 PM ABC Prime College Footbal 7-1030p :30 NRSCWI0412TVH \$3,000.00 NM									
19	10/27/12	10/27/12	College Football Game #2	230p-6p	-----1-	:30	1	\$25,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1- 1 \$25,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN Sa 10/27/12 2:30 PM College Football Game #2 230p-6p :30 NRSCWI0412TVH \$25,000.00 NM									

Total Spots 16

Payment Terms 30 Days

Gross Total	\$48,450.00
Agency Commission	\$7,267.50
Net Amount Due	\$41,182.50